

## ADVERTISING SPECIFICATIONS

There are two features to this advertising opportunity: A Visit Orlando-created Featured Listing Unit and a Member Featured Listing Page on the domestic and international VisitOrlando.com sites as well as the Visit Orlando App. The Featured Listing Unit and Member Featured Listing Page will be created with these materials.



6277 Sea Harbor Drive, Suite 400  
Orlando, FL 32821-8043  
407-363-5800, VisitOrlando.com

## QUESTIONS:

Contact your **Member Development Consultant** at [advertising.coordinator@visitorlando.com](mailto:advertising.coordinator@visitorlando.com) with any questions regarding this advertising opportunity.

## REPORTING/CAMPAIGN IMPLEMENTATION

[advertising.coordinator@visitorlando.com](mailto:advertising.coordinator@visitorlando.com)

## INVOICE/BILLING

[advertising.coordinator@visitorlando.com](mailto:advertising.coordinator@visitorlando.com)

## PRODUCTION CONTACT:

Alex Scott at 407-354-5552 with questions related to artwork guidelines and specs.

## ART SUBMISSION:

Send creative to [Alex.Scott@VisitOrlando.com](mailto:Alex.Scott@VisitOrlando.com)

## VISIT ORLANDO POLICY ON MEMBER ADVERTISING:

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## FEATURED LISTING UNIT:



**Embassy Suites by Hilton Orlando Lake Buena Vista Resort**

## MEMBER FEATURED LISTING PAGE:

### Embassy Suites by Hilton Orlando Lake Buena Vista Resort

8100 Lake Street  
Orlando, FL 32836  
239-1144  
[Website](#)

spacious, welcoming all-suites Embassy Suites by Hilton Orlando Lake Buena Vista Resort facility has everything guests need for productive meetings and conferences. The resort is several indoor and outdoor venues for different types of events that are second to none, but it is what's found outside the resort that separates it from the rest.

resort features Caribbean-style lodging perfect for business travelers and families alike. Located one mile from the entrance of Walt Disney World's Resort, four miles from Universal's Islands of Adventure, and only 7 miles to Universal's CityWalk, this Lake Buena Vista resort offers luxurious all-suite accommodations, state-of-the-art amenities, and first-class service.

resort features a fully redesigned open atrium that offers sophisticated Bahamian-style decor with individual podiums serving as the front desk, elevator water features, The 180 Restaurant & Grille, separate lounge seating, and an evening Manager's Reception bar. There is also a new buca's® coffee shop and full atrium guest seating.

34 guestroom suites have been fully redesigned and are two flat screen televisions with premium channels, as well as a kitchenette and wet bar. The living room is furnished with comfy chairs and a pull-out sofa bed.

interior of the resort has also been enhanced to complement the sophisticated Bahamian concept behind the resort and features updated tropical landscaping, new lounge bar seating, two fire pits, and cabanas and hammocks by the pool deck. The outdoor lounge has been updated to provide seating with shaded umbrellas, a cigar lounge fire pit.

its gorgeous atrium filled with natural light, palm trees and waterfalls, to its spacious two-room suites, this Embassy Suites Resort provides a relaxing retreat in a tropical paradise.

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Amenities Map TripAdvisor

- Free Breakfast: Yes
- Full-Service Spa: Yes
- Restaurant Onsite: Yes
- Shuttle to Attractions: Yes
- Swimming Pool: Yes
- Tennis Court: Yes
- Wireless Internet Access: Yes
- Fitness/Exercise Facility: Yes
- Lounge: Yes
- Room Service: Yes
- Wheelchair Accessible: Yes

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Orlando Lake Buena Vista Resort

## REQUIRED SPECS:

The first image and company name will automatically be displayed in the Featured Listing Unit as shown above.

- 300-word company description
- Up to 10 high-resolution images, plus 1 logo (.jpg or .gif format only; 800X600 pixel minimum size)
- Physical address, email address, website address (can be a tracking link), phone number
- A signed Asset Release Form for the submitted images and logo

## OPTIONAL SPECS:

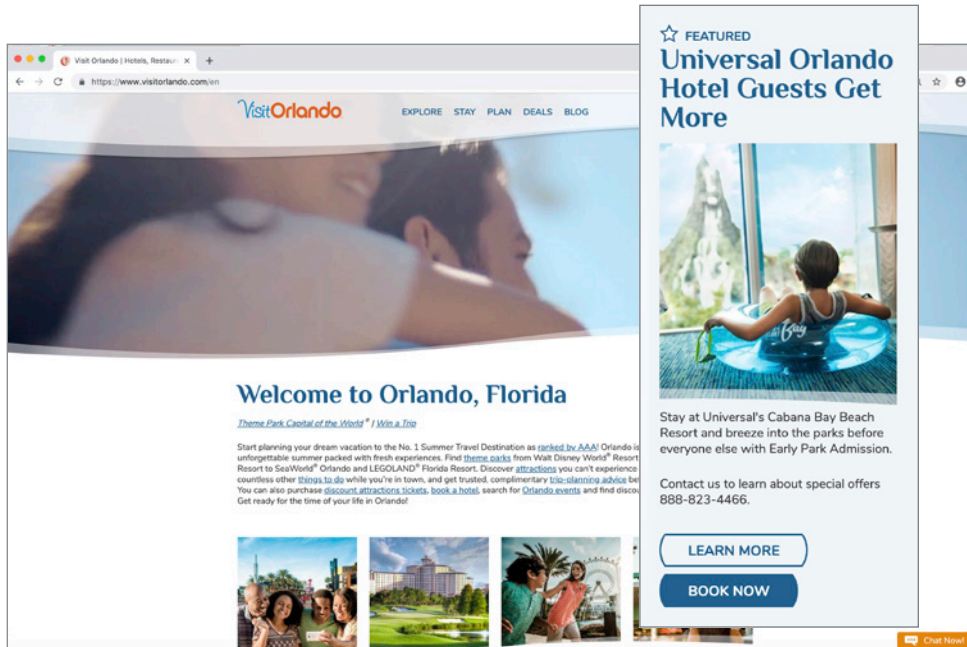
- Video (formats accepted: .asf, .avi, .f4v, .flv, .m2v, .mov, .mp2, .mp4, .mpg, .ogv, .ogg, .qt, .vob, .wmv; up to 5 minutes in length)
- Social Media Links (Facebook, Twitter, YouTube, Instagram, Pinterest)
- 1 link to a Virtual Tour hosted on your site
- Toll-free number
- PIXEL Tracking

Visit Orlando reserves the right to edit any descriptions or copy to comply with the ad format, space limits, brand guidelines and/or to deny the inclusion of any member advertisement.

# VISITORLANDO.COM HOMEPAGE FEATURED AD

## ADVERTISING SPECIFICATIONS

The Homepage Featured Ad will be created with these materials.



## MATERIALS NEEDED:

Please provide the following:

- 1. Image** - High-resolution photo with vertical (portrait) orientation, no less than 300 dpi. Image must be a photograph and contain no copy or logos. An Asset Release Form must be submitted along with the image.
- 2. Member or Property Name or Copy Headline** - Maximum 40 characters
- 3. Messaging** - Maximum 117 characters (must promote an aspect of the product and cannot include a retail message)
- 4. Contact/Additional Information** - Maximum 78 characters
- 5. Call to Actions** - Two call to actions available:
  - **Required:** Choose either Learn More or Book Now
  - **Optional:** Add the Buy Tickets button. Button will link to VisitOrlandoTickets.com if tickets are sold on this site. This option can only link to VisitOrlandoTickets.com. No other URL will be accepted.
- 6. Website URL** - Advertiser can choose to link to their Member Listing Page on VisitOrlando.com or to a 3rd Party website. Link provided must be active. Tracking link is OK.

**Translations** - Advertisers must provide Spanish and Portuguese translations if the Homepage Featured Ad is placed on Visit Orlando's Spanish and Portuguese websites and link to the advertiser's Spanish or Portuguese version of their website (if the advertiser has dedicated Spanish and/or Portuguese websites, please provide three URLs).

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# Visit Orlando

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# VISITORLANDO.COM STANDARD BANNER AD

**Visitors**  
Explore | Stay | Plan | Save | What's New | [f](#) [v](#) [t](#) [@](#)  
Privacy Policy | Terms of Use | About Us | Contact Us | Site Map | Media  
Copyright & Trademarks | Members | Trade | Accessibility  
© 2019 Visit Orlando. All rights reserved.

[SIGN UP FOR EMAILS](#)

Receive Visit Orlando news, special offers and discounts.

## ADVERTISING SPECIFICATIONS

Please provide one 300x250 banner ad in any of the accepted formats below.

**REQUIRED SPECS** – Submit one of the following:

• **Static**

**File Size Maximum:** 50k

When submitting a static ad, please include a gif, png or jpg file and the click-through link.

• **Animated GIF**

**File Size Maximum:** 50k

**Maximum Duration:** 4 loops

When submitting an animated GIF ad, please include the click-through link and a GIF file.

• **HTML5** – Third party hosted is preferred; otherwise, please follow these requirements:

**File Size Maximum:** 100k

**Maximum Duration:** 15 seconds

When submitting an HTML5 ad, please include the click-through link and a zip file that contains all the files called from within the HTML file (HTML, CSS, Java-Script, images). All files must be in the same folder and there is a limit of 20 files.

**Third-Party Tags** – Ad tag must display backup jpg or GIF for browsers that do not support rich media.

**Translations** – Advertisers must provide the banner ad in Spanish and Portuguese if the Standard Ad Unit is placed on Visit Orlando's Spanish and Portuguese websites and link to the advertiser's Spanish or Portuguese version of their website (if the advertiser has dedicated Spanish and/or Portuguese websites, they will need to provide three URLs).

**OPTIONAL SPECS:**

- PIXEL Tracking and PETRA Tracking

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## HOMEPAGE & EVENTS HOMEPAGE



## LANDING PAGE



## ADVERTISING SPECIFICATIONS

There are two parts to this advertising opportunity: A Visit Orlando-created Sub-Hero Ad and a Landing Page on the VisitOrlando.com website. Materials are needed for each component. Visit Orlando will create the Sub-Hero ad and the Landing Page. The design of the Sub-Hero ad and Landing Page is determined by Visit Orlando and will follow VisitOrlando.com specified web font and design. See examples for the Sub-Hero Ad and the Landing Page. No third-party or member-created artwork will be accepted.

### MATERIALS NEEDED:

The Sub-Hero Ad and Landing Page will be created with these materials.

#### 1. Images – Please provide the following:

An Asset Release Form must be submitted along with the images.

- **1 High-resolution image with horizontal (landscape) orientation, no less than 300 dpi.** Image must be a photograph and contain no copy or logos. **This horizontal image will be used in the Sub-Hero Ad and display as the first image on the Landing Page.**
- **2 High-resolution images with horizontal (landscape) orientation, no less than 300 dpi.** Images must be a photograph and contain no copy or logos. **These horizontal images will display as the second and third image on the Landing Page.**

#### 2. Homepage Sub-Hero Ad and Events Homepage Sub-Hero Ad – Please provide the following:

- **Main Headline** – Maximum 33 characters. Must promote an aspect of the product and cannot include a retail message.
- **Sub-Head** – Maximum 34 characters. Simple descriptor or tagline. This Sub-Head will display on Desktop only and will not display on the Mobile version.
- **Call to Action** – Choose either Learn More or GO. This Call to Action will link to a Landing Page on VisitOrlando.com.

**Translations** – Advertisers must provide Spanish and Portuguese translations if the Homepage Sub-Hero Ad is placed on the Spanish and/or Portuguese version of Visit Orlando's website and links to a Spanish Landing Page and/or a Portuguese Landing Page on VisitOrlando.com.



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## HOMEPAGE & EVENTS HOMEPAGE



## ADVERTISING SPECIFICATIONS continued...

### 3. Location – Two locations are available:

#### Homepage or Events Homepage.

Placement of the Homepage Sub-Hero Ad will appear in the middle of the Main homepage on VisitOrlando.com. The placement of the Events Homepage Sub-Hero Ad will appear in the middle of the Events homepage of VisitOrlando.com.

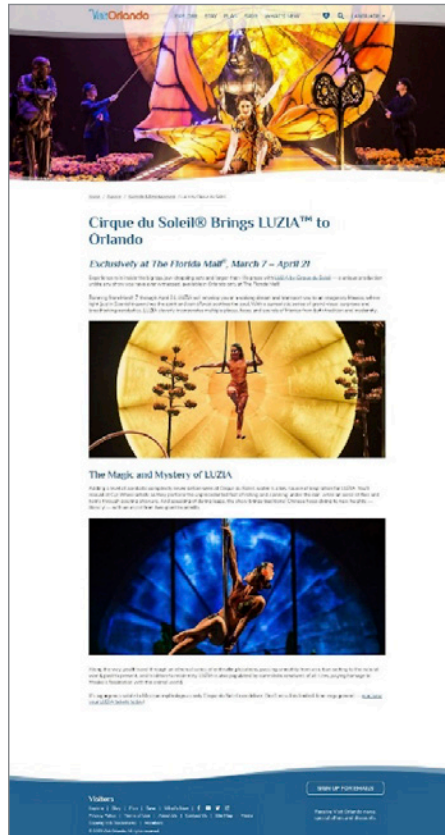
### 4. Landing Page – Please provide the following:

- **Main Headline** – Maximum of 14 words. Can include a retail message.
- **Sub-Head** – Maximum of 14 words. Simple descriptor or tagline.
- **Second Sub-Head (optional)** – Maximum of 14 words
- **Body Copy** – Maximum of 250-300 words
- **Call to Action & Website Link** – From the Landing Page, advertisers can link to a third-party website from within their supplied sponsored content. Link provided must be active and relate to the sponsored content.

**Translations** – The Landing Page does not require translations since this page is “live text” and will be automatically translated, but the Landing Page will only be displayed in Spanish and/or Portuguese if the advertiser provides translations for the Sub-Hero Ad in order to link to the Landing Page (if the advertiser has dedicated Spanish and/or Portuguese websites, they will need to provide three URLs).

NOTE: Programs, publications, editorial, dates and rates are subject to change pending Visit Orlando marketing plans and strategies.

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